

FOR IMMEDIATE RELEASE

PSOW and PAAW Combine Annual EMS Conference and “Stars of Life” Awards Program

(Madison, Wisconsin – May, 24, 2010) Paramedic Systems of Wisconsin (PSOW) and the Professional Ambulance Association of Wisconsin (PAAW) announced today their new partnership beginning with the PSOW conference, September 21 to 23, 2010 at the Tundra Lodge in Green Bay, Wisconsin.

The PSOW conference is known for its small group, educational and information sharing opportunities attended by administrative managers of ALS systems throughout Wisconsin. The annual three-day event offers attendees the opportunity to participate in discussion forums, attend a range of educational offerings delivered by subject matter experts, get the latest news and updates, and walk an exhibit area staffed by a variety of EMS product and service company representatives. The 2010 conference program will be announced in July.

PAAW is the official state sponsor of the "Stars of Life" awards and dinner program that follows the national model established by the American Ambulance Association. The annual award bestows on individual recipients high honors and tribute to their continuing EMS contribution and dedication. Since its inception in 2006, 64 EMS professionals in Wisconsin have been recognized with a Stars award. Under the new partnership, the “Stars” awards and dinner program will be held the first evening of the conference before a peer audience. Refer to the Association’s website for 2010 Stars nomination information.

PSOW founder, Dan Williams, said “In difficult economic times it seemed like the perfect time to bring these organizations together for the benefit of the participants and long time supporters of both organizations. This combined effort will allow for an outstanding educational opportunity along with a special tribute to Wisconsin’s everyday heroes”.

Patrick Ryan, President of PAAW commented, "PAAW truly stands behind the merits and meaning of the Wisconsin Stars of Life recognition program, and is honored to deliver it through a new partnership with PSOW and before an audience of EMS peers who attend the annual conference. The additional awareness will increase the number of nominations and recipients who are recognized and also offers us planning flexibility to designate a day in Madison for the Stars to be introduced and meet with legislators."

For inquiries, contact:

Dan Williams
Paramedic Systems of Wisconsin
Email: dwilliams55@charter.net

Patrick Ryan, President
Professional Ambulance Association of Wisconsin
Email: Patrick@paaw.us

About the Paramedic Systems of Wisconsin

The first PSOW conference was held in 1988 in Wauwatosa, Wisconsin. The goal of PSOW is to provide continuing education for administrators of Advanced Life Support (ALS) ambulance services and to share information and work together for the betterment of Emergency Medical Service providers and the provision of quality patient care in Wisconsin. The September 21 to 23, 2010 conference at Tundra Lodge in Green Bay, Wisconsin will represent the 23rd. annual conference held by the organization. For additional details about the PSOW conference, refer to www.psow.org.

About the Professional Ambulance Association of Wisconsin

PAAW was established in 2004 to represent the interests of ambulance services in the state and is dedicated to advocating for business, reimbursement and legislative aspects in management and operation of an ambulance service in Wisconsin, as well as fostering initiatives and discussion in developing and maintaining a healthy and functional EMS delivery system and its promotion. In addition, PAAW works to create and promote opportunities for collaboration, networking and learning for EMS leaders, managers and practitioners. The PAAW organization is a member-based organization that serves as an EMS stakeholder to better delivery of Emergency Medical Services in Wisconsin. For information about PAAW or the Stars of Life awards program or how to nominate an individual, refer to www.paaw.us.

###